



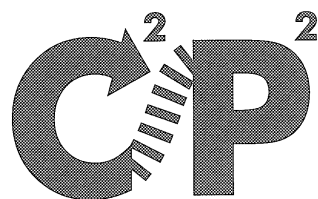
COAL COMBUSTION
PRODUCTS PARTNERSHIP

Using the C²P² Logo

Before you use the C²P² logo, please take a minute to review the guidelines below. If you have any questions about using the logo or when to use the disclaimer, please visit the C²P² Web site at www.epa.gov/epaoswer/osw/convserve/c2p2.

How can the C²P² logo be used?

The C²P² logo may be used to promote participation in C²P², to promote the C²P² program to other organizations, or to promote the beneficial use of CCPs in general. The C²P² logo may not be used in any way that could be perceived as an endorsement by the U.S. Environmental Protection Agency (EPA) or the C²P² program of a company's product(s) or service(s). To help prevent such confusion, the logo must be used with the following disclaimer in a clearly readable manner on all advertisements, product or service literature, or any other materials that include or promote a specific product or service:



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"Use of this logo does not imply EPA endorsement."

When is the disclaimer unnecessary?

The C²P² logo may be used without the disclaimer on internal communications and on any materials that promote the C²P² program, the organization's participation in C²P², or the beneficial use of CCPs in general, but which do not reference any product or service.



What are some examples of approved uses of the C²P² logo?

The C²P² logo may be used on internal and external communications to publicize participation in the C²P² program. Examples of internal uses include bulletin boards, newsletters, and posters. External communications include advertising, press releases, annual reports, and Web sites. The C²P² logo must be used in its entirety, without alterations or modifications, unless specifically allowed in writing by EPA. For additional examples, please see "Creative Ways to Use the C²P² Logo."

What are some prohibited uses of the C²P² logo?

The C²P² logo may never be applied directly (as a decal, label, or in any other form) to a product or on any materials used in the primary packaging* of such products, nor used in any way that could be interpreted as a direct or implied endorsement by the EPA of a product or service. Any such use will result in an immediate revocation of the organization's eligibility to use the logo.

Where can the C²P² logo be placed?

In advertising and promotional materials, the logo should be adjacent to the company name or placed in a corner of the page or advertisement block, separated from the text and photographs of the products or services being promoted. The logo may not be placed in the body of the text or immediately next to or below a photograph or other depiction of the product or service being promoted. For internal company communications and on materials that promote the C²P² program or beneficial use of CCPs and that do not reference any products or services, logo placement is not restricted.

Can the logo be used on transport packaging?

Yes, the logo may be used on shipping boxes, grocery bags, or other types of intermediary packaging. C²P² encourages partners to place the logo on transport packaging to increase its visibility. The logo may be used freely on any packaging that is not primary product packaging*.

Can the logo be used on primary product packaging* that the consumer receives?

The logo cannot be used on primary packaging, because this use might appear to be an EPA endorsement of the product. Any use of the logo that the consumer might logically interpret as an EPA endorsement of a product or service is prohibited. However, when the primary product packaging also serves as the transport packaging, the logo may be used with appropriate disclaimers.

**Primary packaging includes product packaging that the consumer sees prior to making a purchase.*

Show Your Commitment Externally

Externally, the C²P² logo can be used to inform the public about your organization's successes. Displaying the logo will let people know that your organization is more than simply concerned about the environment, it is actively working to protect it! Try out some of the following ideas:

Magazine Ads. Provides an excellent opportunity to inform the public about your environmental efforts.

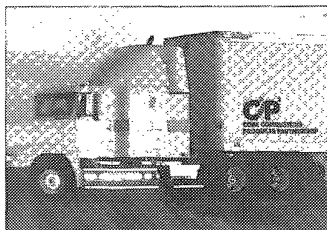
Shipping Boxes, Grocery Bags, or Other Packaging. Let customers know that your organization is a member of the program. (Remember, must be used with disclaimer.)

Letterhead. Spreads the word to customers, clients, constituents, and suppliers that you are environmentally conscious.

Flags. An environmental flag reinforces your organization's C²P² message for the public.

Vehicle and Building Signs. Put your C²P² message on wheels or on the outside of your building to prove your dedication.

Mailings or Mailing Labels. A quick way to let your membership know about the program.

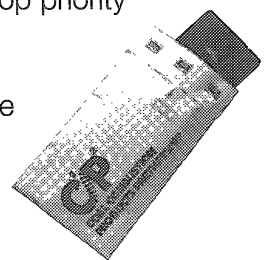


Web Site. Demonstrate your partnership with C²P² by placing the logo on your environmental performance page or inserting a page dedicated to your C²P² activities.

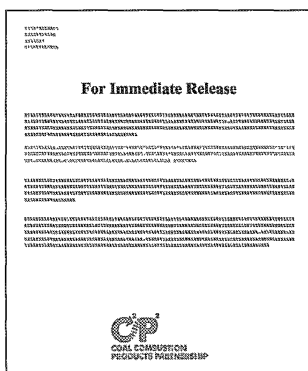
Trade Show Exhibits. Display your organization's environmental awareness.

Billboards. Let passersby know that the environment is a top priority for your organization.

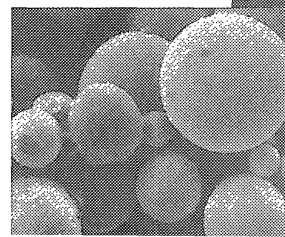
Press Releases, Public Service Announcements, or Magazine Ads. Inform the public about your environmental achievements and spread the C²P² message! (Remember, must be used with disclaimer.)



Pamphlets. Distribute pamphlets at conferences and meetings to help spread the word about your organization's success.

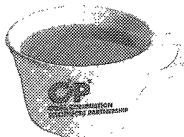


Corporate Reports. The logo plus a description of your C²P² activities can enhance corporate reports or environmental performance reviews.



Demonstrate Your Commitment Internally

Within your organization, using the C²P² logo can help you educate employees about your organization's participation in the C²P² program and motivate them to participate in your C²P² efforts. Many partners have found that familiarizing employees with the C²P² name strengthens employee participation and helps them reach their C²P² goals. Try using the logo on the following:



Mugs. Reminds employees about your organizations C²P² efforts.

T-Shirts and Caps. Gets all employees involved and allows them to help spread the word.



Internal Newsletters and Bulletins. Keep employees up-to-date on how your organizations C²P² efforts.

C²P² Posters and Signs. Create a downloadable poster or sign with the C²P² label. Post it in common areas where employees can learn about C²P² and the environmental benefits of the beneficial use of CCPs.

Screen Savers. Design screen savers that include facts about the benefits of the beneficial use of CCPs or the C²P² achievements of your organization.

For more information, please visit the C²P² Web site at www.epa.gov/epaoswer/osw/conserve/c2p2.

U.S. Environmental Protection Agency
Office of Solid Waste and Emergency Response
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www.epa.gov/osw



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